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this great value multi pack combines the expertise of best selling author philip kotler s latest principles of marketing european edition 4 e isbn 0273684566 with the brand new marketing in practice dvd isbn 0273681028 which includes a series of real life case studies from some of the world s leading businesses

marketing is a very diverse discipline dealing with everything from the costs of globalization to the benefits of money back guarantees however there is one thing that all marketing academics share they are writers they publish or perish their careers are advanced and their reputations are enhanced by the written word despite its importance writing is rarely discussed much less written about by marketing scholars it is one of the least understood yet most significant academic competencies it is a competency in need of careful study writing marketing is the first such study it offers a detailed reading of five renowned marketing writers ranging from ted levitt to morris holbrook and draws lessons that can be adopted with profit by everyone else although it is not a how to book there are no lengthy lists of dos and don ts writing marketing reveals that the rules of good writing are good for nothing written by stephen brown whose own writing skills are much commented upon writing marketing is insightful illuminating and iconoclastic it is a must read for every marketing academic irrespective of their methodological inclinations or philosophical preferences

the strategy and marketing wisdom of peter drucker compiled into one handy guide peter drucker was widely considered the father of modern management his 39 books and countless scholarly and popular articles predicted many of the major economic developments of the late twentieth century and his influence upon modern business is almost immeasurable in the strategic drucker drucker associate and student robert swaim has distilled drucker s most important business strategies and philosophies into one valuable book swaim recounts and compiles drucker s insight on growth strategic planning sales marketing innovation and a wealth of other vital business topics for anyone who wants to get to know the real drucker without digging through all of his books and articles the strategic drucker is a valuable resource robert swaim phd beijing china has taught at numerous universities around the world and collaborated with peter drucker in developing an mba and executive development program for chinese executives and managers

it has been said that every generation of historians seeks to rewrite what a previous generation had established as the standard interpretations of the motives and circumstances shaping the fabric of historical events it is not that the facts of history have changed no one will dispute that the battle of waterloo occurred on june 11 1815 or that the allied invasion of europe began on june 6 1944 what each new age of historians are attempting to do is to reinterpret the motives of men and the force of circumstance impacting the direction of past events based on the factual social intellectual and cultural milieu of their own generation by examining the facts of history from a new perspective today s historians hope to reveal some new truth that will not only illuminate the course of history but also validate contemporary values and societal ideals although it is true that tackling the task of developing a new text on logistics and distribution channel management focuses less on schools of philosophical and social analysis and more on the calculus of managing sales campaigns inventory replenishment and income statements the goal of the management scientist like the historian is to merge the facts and figures of the discipline with today s organizational cultural and economic realities hopefully the result will be a new synthesis where a whole new perspective will break forth exposing new directions and opportunities

overview the ultimate course in marketing nothing will be uncovered content what is marketing marketing management marketing management philosophies marketing challenges into the next century marketing and society social responsibility and marketing ethics social criticisms of marketing citizen and public actions to regulate business actions towards socially responsible principles for public policy towards marketing strategic marketing planning the global market place business markets and business buyer behaviour market information and marketing research core strategy and many more duration 12 months assessment the assessment will take place on the basis of one assignment at the end of the course tell us when you feel ready to take the exam and we ll send you the assignment questions study material the study material will be provided in separate files by email download link

a comprehensive overview of the field of applied politics encompassing political consulting campaigns and elections lobbying and advocacy grass roots politics fundraising media and political communications the role of the parties political leadership and the ethical dimensions of public life

philip kotler s name is synonymous with marketing his textbooks have sold more than 3 million copies in 20 languages and are read as the marketing gospel in 58 countries now

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